



#### Lulu Opens New Hypermarket In Bidaya

Lulu Hypermarket opened its new hypermarket in Bidaya. The new hypermarket was officially inaugurated by H.E. Sheikh Hamoud Bin Nasser Bin Hamoud Al Hashmi – Wali of Suwaiq in the presence of several high-ranking officials from various government departments and representatives from local business communities. Yusuff Ali MA, Chairman of Lulu Group, Ashraf Ali MA, Executive Director, AV Ananth, Director Lulu Oman and India, Shabeer KA, Regional Director Oman and other senior executives of Lulu were also present at the event. A large number of local shoppers, all eager to check out the bargains in the new store, were also present at the event.

The hypermarket, which is the 19th store of the Lulu Hypermarket chain in Oman and the 131st store in the region, is spread over an area of about 75,000 square feet and situated in a prime location of Bidaya. Like every other store, the new hypermarket showcases a fresh food section consisting of a wide assortment of fruits, vegetables, dairy products, poultry, meat and fish and a hot food and bakery section. There is also a huge area dedicated to department store, which includes electronics, IT, stationery and home appliances. There is also plenty of offers to choose from the huge collection of latest electronics and IT gadgets at never-before prices.

Speaking after the inauguration, Mr. Yusuff Ali MA, said “We are happy to unveil our latest project in Oman for the convenience of residents in the remote areas of the country. We select all our projects based on the demographic and psychographic profiles of the customers in that area, and the Bidaya

store is no exception. We thank His Majesty Sultan Qaboos Bin Said and the people of this country for the encouragement and support in developing all our projects.”

"The excitement surrounding the opening has been building among the residents of this region for several months, and we believe this store will be very successful in future. The new store will provide incredible offers on a range of products, thus enabling the residents to save a lot of money on their shopping bill over the coming years," he added.

With about 131 stores, Lulu Group today is a highly diversified entity with operations spanning a vast geographical landscape. Understanding customers' needs and providing them with quality products at fair prices have always remained the secret behind the success of the group throughout the world.